



## **MEDIA RELEASE**

### **NEW SEASONAL SERVICE STARTS MONDAY!**

**Alaska Airlines Begins Service to Portland June 4th**

**SANTA BARBARA, CA – June 1, 2012**

Alaska Airlines will begin non-stop seasonal service between Santa Barbara Airport (SBA) and Portland, Oregon (PDX) starting Monday, June 4<sup>th</sup>. In cooperation with Portland, both departing and arriving passengers on this inaugural flight will receive gift bags containing Santa Barbara and Portland souvenirs as they board their plane for the short two-hour flight.

“This new route gives our customers easy access to some of the most popular summer markets,” said Joe Sprague, Alaska Airlines’ Vice President of Marketing.

“We are thrilled to see non-stop service to Portland from our Airport. Portland is now just a quick drive to SBA and one short flight away” said Hazel Johns, Assistant Airport Director.

Passengers will depart at 11:40am from SBA and arrive at PDX aboard a 70 seat Bombardier CRJ-700. The CRJ-700 is among the quietest commercially operated jet aircraft, with far less noise and fuel emissions than the limits enforced by even the most environmentally sensitive airports

The non-stop SBA - PDX service is scheduled to continue through August 25, 2012.

\* The event will take place at the Airline Terminal this Monday, June 4, 2012 from 10:30-11:30am in the boarding area, Gate 2.\* Media will be escorted through security screening and allowed access to the inaugural event.

*Santa Barbara Airport is a self-supporting enterprise owned and operated by the City of Santa Barbara and serves nearly 725,000 passengers annually.*

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